

"Elisa Viihde (TV) is
the most popular
entertainment service in
Finland".

Asko Käsälä, Director, Consumer, 2016 Elisa Annual General Report

The most advanced mobile and digital market in
the world requires an advanced and continually
innovating TV service.



1

Elisa TV is the most popular
entertainment service
in Finland

2

34% subscriber
growth in 2016

3

Very high **customer
satisfaction and net
promoter scores**

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Challenge

Finland is one of the most technically advanced countries in the world and has been breaking ground in digital, mobile and TV for over a quarter of a century. An innovative and leading TV service is a core part of the Elisa offer and necessary to succeed in the competitive Finnish market. Elisa required a partner that they could rely on to support creating the TV service and meet the **current market need** whilst being able to **evolve and innovate as the market changed**.

Solution

Elisa selected Netgem as their core TV solution, STB and software partner in the late 2000s. Over 5 years, Netgem have supported Elisa build their TV service and improve the brand to become the leading entertainment brand in Finland, known as 'Elisa Viihde'. Every cycle, Netgem have upgraded and innovated on the TV solution. There can be up to 4 upgrade a year. **Netgem's award winning UI** has been one critical part of the success of the TV service and a big driver of customer satisfaction.

Benefit

Netgem have delivered as the TV technology partner for for Elisa. Recent performance for the Elisa Viihde/TV service has been outstanding. "Elisa Viihde is the **most popular entertainment and TV service in Finland**". (Asko Känsälä Director, Consumer Customers, 2016 Elisa Annual Report). The TV service is adding subscribers and lifting demand for other Telco services like the broadband offer. "TV subscribers numbered 444,000 at the end of 2016, **up more than 34% year-on-year**". (Telegraphy, 2017). "Over the course of the year (2016), its (Elisa Viihde) **demand and Net Promoter Score were very high**", Asko Känsälä, Director, Consumer Customers.

About Netgem

Netgem is the publisher of Diamond, a cloud-based software suite for entertainment and connected home services, and a provider of end-to-end solutions for the telecommunications market. Content publishers, device manufacturers and service providers leverage Diamond open ecosystem to deliver innovative digital entertainment services to consumers. Netgem is long term driven by an operational excellence drive for its Customers, and a Consumer focus for innovation, simplicity and affordability.

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Over the course of the year 2016, Elisa Viihde demand and Net Promoter Score were very high

*Asko Känsälä, Director,
Consumer Customers,
Elisa Annual General
Report 2016*



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